



Pocket DAY-TIMER

the one and only pocket diary with functionalized pages—

Challenges you to match its convenience and efficiency with any other pocket diary

COMPARE . . .

Is yours a blank page diary?
Is it functionalized?

Pocket DAY-TIMER is the one and only pocket memo diary with two pages for each day, functionalized with separate sections combining in one book the functions of five: an appointment book—a 'tickler' reminder system—a diary and activity record—a time and expense record—a work and project planner.

You carry the current month's filler book in a wafer thin wallet that fits your inside coat pocket (the Junior size fits your shirt pocket). Thousands of busy and successful executives swear by it. No finer diary is available at any price . . . yet Pocket DAY-TIMER costs less than 3¢ a day.

14 MONTHS FOR THE PRICE OF 12 OFFER

Order any full year Pocket DAY-TIMER set. We will ship you 14 monthly filler books instead of the usual twelve. Use it for a full 60 days—learn how Pocket DAY-TIMER helps you remember what you must do—what you have done. If not completely satisfied, return it for full credit. The extra two monthly filler books are yours free for trying Pocket DAY-TIMER.

WON'T LET YOU FORGET WHAT YOU MUST DO!

APPOINTMENTS

MONTHLY PLANNING PAGES

GUMMED SLIPS FOR FUTURE MONTHS MEMOS AND APPOINTMENTS

"TICKLER" REMINDERS

CONVENIENT POCKETS FOR MONEY BILLS AND CARDS

RECORD TRAVEL AND ENTERTAINMENT EXPENSES AS THEY OCCUR

ADDRESS AND PHONE DIRECTORY

PERMANENT RECORD OF WHAT YOU HAVE DONE!

AUTOMATICALLY TIMES YOUR DAY

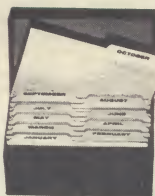
RESULTS OF MEETINGS, QUOTATIONS, ETC.

SLIM GOLD AND BLACK FINE LINE BALL POINT PEN

6-YEAR PLANNER

CONTAINS EVERYTHING YOU NEED

TO PLAN, EXECUTE AND RECORD A MORE PROFITABLE DAY



Twelve monthly filler books with gummed memos and monthly planning pages—12 file ledger folders—address and phone directory—six year planner—instructions—sturdy wood file box—handsome wallet—fine line ball-point pen—two free tax booklets.

Pocket DAY-TIMER, Incorporated

P.O. Box 1728,

Allentown, Pa. 18105



Lady DAY-TIMER multi-purpose secretary

With the same features of the Pocket DAY-TIMER shown above plus smartly styled, fashion red purse to hold folding money, coins, cards and pictures. For the busy woman executive, secretary, club woman, civic leader and homemaker.



MAIL THIS CARD TODAY!

DAY-TIMERS, Inc., Allentown, Pa. 18105

Please send me the following items.

If not completely satisfied I may return within 60 days for full credit.

Pocket DAY-TIMER (Available in 2 Sizes)

Each month's filler pages bound into a booklet which is carried in a handsome wallet. Include 2 FREE Months

REFILLS, Full year set, without Wallet and Pen

WITH VINYL WALLET & Ball Point Pen.

☐ Black ☐ Red ☐ Bone

WITH LEATHER WALLET and Ball Point Pen

☐ Black Morocco ☐ Red Cowhide ☐ Brown Cowhide

SENIOR

COAT SIZE

3 1/2" x 6 1/2"

@ Quan.

8.95

10.35

14.95

JUNIOR

SHIRT SIZE

3" x 5"

@ Quan.

8.85

10.15

14.75

Lady DAY-TIMER multi-purpose secretary

With the same features of the Pocket Day-Timer plus purse

PURSE SIZE 3" x 5"

@ Quan.

Full Year set with Red Morocco Finish Vinyl Purse & Ball Point Pen

With Red Polished Cowhide Leather Purse & Ball Point Pen

10.75

17.85

DESK DAY-TIMER (Available in 2 Sizes)

Described on back page. Large loose-leaf filler pages (2 pages for each day), are housed in heavy duty binder.

REFILLS, Full Year Set without Binder

WITH HEAVY DUTY 7-RING BINDER

SENIOR

Page Size

8 1/2" x 11"

@ Quan.

9.45

13.95

JUNIOR

Page Size

5 1/2" x 8 1/2"

@ Quan.

8.75

13.00

Pa. residents add 5% Pa. State Sales Tax

FREE 60-DAY TRIAL—MONEY BACK GUARANTEE

Please send me the DAY-TIMERS I have checked. If not completely satisfied, I may return in 60 days for full refund.

MAY BEGIN WITH ANY MONTH
START MY SET WITH MONTH OF

☐ Check enclosed. Ship prepaid.

☐ Bill me, plus postage and handling.

☐ Bill my company, plus postage and handling.

Name _____

Company _____

Address _____

City & State _____ Zip Code _____



DESK DAY-TIMERS

The same proven functionalized pages used in the Pocket DAY-TIMER are printed on large loose leaf pages which are housed in a seven-ring binder.

Shown here is a typical busy executive's day. When his day began he knew exactly what he had to do and who he had to see, because all his commitments and engagements were listed on the left page. As his day progressed, the right page became a permanent record of his every activity and service. You can plan and record your day as efficiently as this executive with the help of DAY-TIMERS. Use order form on reverse side. Also available in pocket sizes. See reverse side.

17 **TUESDAY** **AUGUST, 1965** **136 Days Left**

TO BE DONE TODAY

- ✓ See Ed Randall for decision on Glenwood plant drawings
- ✓ Rewrite Chesterman report for monthly board meeting
- ✓ Phone Milt Adams of Mercer Co. re: new sales brochure
- ✓ Ask Herb Betty to draft outline of presentation to Dickinson, Inc.
- ✓ Setup/finish meeting with Mel Hardy - can't come next week
- ✓ Write Dave Pommer - need facts on I. S. A. Laboratory report

NOTES & MEMOS MADE TODAY

- ✓ Suggest to Hardy - Bearborn ideal for Mid-Year meeting - ask for rate schedule
- ✓ Amend Chesterman's draft to P. Pommer
- ✓ Memo to Betty will be 72 pages
- ✓ Ask Betty to have home address on memo
- ✓ Ed Randall's memo - still in Alcott Club membership - tell John Brown
- ✓ Get long Herman's rank up to start 1st of month. Tell Pop

APPOINTMENTS & SCHEDULED EVENTS

NAME	PLACE	IN RE:	HOURS
Frank Stephens - his office - Contract with E.D.C. Building Corp.			8
Ralph Rynham Office - agenda for Annual meeting			9
Charles Houry - discuss price for Echo Heights tract			10
Lyd Albert + Fred Oak - More Manufacturing - Re Production Procurement - Lunch date Round Corner Club			11
Cancer Society - office - Fund Raising Committee			12
Holmes - discuss office industrial Development Board Meeting			1
Master Builders Assoc. Exec. Committee at Hamilton Club - 8:30 P.M.			2

SERVICES PERFORMED TODAY **TUESDAY 17** **AUGUST, 1965**

HOURS	FOR	IN RE:	DESCRIPTION OF SERVICES	TIME
8	Plant Expansion - Glenwood City	Drawings - C. & E. Randall who recommends acceptance of Koller Associates' final plans and specs		5
9	Corporate Meeting	Re: worked report on Chesterman's draft of P. Pommer		2
9	Plant Expansion - Glenwood	OCW Frank Stephens (at Koller Assoc. Office), Randall + Koller, Re: 1 cc. Bldg. Corp. bid and public's draft of contract		10
10	Sales	Tell CW Milt Adams of Mercer Co. Re: new sales brochure. Got total cost 7500, including int'l. copy, printing, mailing		4
10	Corporate Annual Meeting	OCW Ralph Rynham - worked up agenda for annual meeting - gave. On Report + Bldg. material		4
11	Sales	TT Herb Betty - with draft outline Dickinson's presentation		3
11	Expenses - Echo Heights Tract	OCW Charles Houry - took figures from 5000 papers offered 5000 papers for 12.5 acres		5
12	Sales	TCW Mel Hardy (Detroit) - drafted Shastin (NY) Re: Detroit meeting next Friday (March 4, 1965) - OK all around		4
1	Production Procurement - Raw Materials	Round Corner Club - Lunch with W. Lyd Albert + Fred Oak of More Mfg. Will supply all for machinery and plastics materials - discuss bid - your Drafting Shop Club		1.2
1	Production - Painting Div.	TCW + LT Dave Pommer Re: laboratory report on jeans' paints		4
2	Sales - Mid-Year Meeting	TT Hardy - suggested Bearborn for Mid-Year meeting - he knows too - will send memo to include plan		4
3	Alcott Club	TT John Brown who will approve of Herman's application		2
3	Production - Production	TT Pop Herman Re: Dingman's - his very pleased		3
3	Civic - Philanthropy	Cancer Society - Fund Raising Committee - agreed on P.R. - Cancer Soc. 15000 quote - Bear Shaff will Co. check special gifts without promised from gift of 1000 subject to Board approval		1
4	Civic P.R. Industrial Needs Board	Plant contributions to Women's Auxiliary Round Chapel Meeting with Holmes + Shastin and Herman at industrial Development Board Office		5
5		Time Summary: Production - Corporate - Sales - Prod - General		
		9.0 2.0 4 3.0 1.9 1.6		
7:30 to 10 P.M.	Master Builders Assoc. Exec. Com. Meeting - submitted promotion plan - OK - see next again on 1.5			1.5
	Sales Promotion - notice of Dan Brown's appointment - car bill laundry for 48.00			48.00
	Note Bookkeeper - (Bank 24.50)			24.50
	Tot. Reductions - (Charity 25.00)			25.00

COMPARE DAY-TIMERS WITH YOUR PRESENT DIARY

- Is Yours A Blank Page Desk Book?
- Is It Functionalized?

DAY-TIMERS have 2 pages for each day's notes and memos clearly separated into handy sections to provide the five records you need most for top efficiency: An Appointment Book . . . A "Tickler" Reminder System . . . A Daily, Weekly and Monthly Work Planner and Organizer . . . A permanent Diary and Record of all Activities and Work Done . . . Time and Expense Record.

YOU DON'T RISK ONE CENT!

Try DAY-TIMER for a full 60 days. Then you be the judge! We're sure you will be satisfied like thousands of others—or you owe us nothing. An ideal gift for business and personal use. Write for quantity discounts.

FIRST CLASS
Permit No. 1095
Allentown, Pa.

BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

postage will be paid by

Day-Timers, Incorporated

Dept. X 1 2

AND POCKET DAY-TIMER, INCORPORATED

ALLENTOWN, PENNSYLVANIA 18105